What is claimed is:

1. A method of tracking audio or video content comprising:

decoding a first forensic identifier in a digital watermark, the first forensic identifier being associated with a forensic database; and

decoding a second forensic identifier, the second forensic identifier being associated with a content user.

2. The method of claim 1, wherein the second forensic identifier is associated with a content user through a rendering device.

3. The method of claim 1, wherein the second forensic identifier is associated with a content user through a user identifier.

4. The method according to claim 1, further comprising communicating the first forensic identifier to a forensic database to access information related to the first forensic identifier.

5. A digital watermarking method comprising:

providing a plurality of digital watermark layers, where each of the layers comprises a separate message; and

embedding the plurality of digital watermark layers in content.

6. The method of claim 5, wherein the content comprises video content.

7. The method of claim 5, wherein the content comprises audio content.

8. A computer readable medium including digitally watermarked content stored thereon, the digital watermark comprising message packet, the packet comprising a message type field, a sequence identifier field and a payload field.

9. The computer readable medium of claim 8, wherein the bit length of the message type field, sequence identifier field and payload field comprises 4, 2 and 30 bits, respectively.

10. A broadcast monitoring system comprising:

digitally watermarking a content item, the digital watermark including a content identifier, a distributor identifier and a broadcaster identifier related to a broadcaster of the advertisement, wherein each of the identifiers is provided as a distinct digital watermark layer; and

associating the content identifier with at least some information related to the content item.

11. The method of claim 10 further comprising decoding the content identifier layer to retrieve the content identifier, and communicating the content identifier to a database where the content identifier is associated with the at least some information related to the content item.

12. The method of claim 11 further comprising decoding the distributor identifier layer to retrieve the distributor identifier, and using the distributor identifier to identify the distributor.

13. A computer readable medium including digitally watermarked content stored thereon, the digital watermark comprising a watermark message packet, the packet comprising a message type field, a sequence identifier field and a payload field, wherein the payload field comprises encrypted data.

14. The computer readable medium of claim 13, wherein the sequence identifier field comprises plural-bit data, the data being randomly choosen.